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*From the Office of Secretary of the State Susan Bysiewicz*

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**SECRETARY OF STATE BYSIEWICZ ANNOUNCES NATIONAL MAGAZINE  
TO SPONSOR CT SMALL & MINORITY BUSINESS SHOWCASE**

Secretary of State Susan Bysiewicz today announced that Black Enterprise Magazine (BE), a national publication with over 3.8 million readers, is the newest sponsor of the Connecticut Small & Minority Business Showcase. The Showcase, created by the Secretary of the State's Office in 2000, assists small, micro, minority and women-owned businesses in the state to develop and grow their businesses.

"This partnership with Black Enterprise Magazine is a tremendous boon to the Showcase. It truly elevates the Showcase to the national level," said Bysiewicz. "We are proud that our efforts on behalf of the small and minority business community have been recognized by the nation's premier magazine for Black business people and entrepreneurs and are confident that the increased exposure for the Showcase by Black Enterprise will help attract other sponsors and entice more business people and entrepreneurs to take advantage of the Showcase's many business development programs."

"We are looking forward to working with our newest sponsor as we prepare for our next Showcase on August 9<sup>th</sup> at the Connecticut Grand Hotel & Conference Center in Waterbury," added Bysiewicz

Black Enterprise Magazine is the premier business news source for African Americans. Since 1970, the magazine has chronicled the growth of the black business market, providing essential business information and advice for professionals, corporate executives, entrepreneurs and decision-makers. BE provides a solid foundation for professional and personal success. Each month, the magazine's departments offer more than 3.8 million readers information on a wide range of topics, from business news and entrepreneurship to ideas on how to enjoy leisure time.

"I am delighted that Black Enterprise Magazine is doing business with the Connecticut Small and Minority Business Showcase. I am looking forward to a continued mutually beneficial relationship," said Nichol Whiteman, Group Circulation Sales Director for Black Enterprise Magazine.

The CT Small & Minority Business Showcase is a one-stop opportunity for small and micro businesses to display their products and services and to network under one roof. Since its inception in 2000, the Showcase has expanded to offer a variety of low-cost professional educational and networking opportunities designed to foster and nurture micro-businesses. The Small & Minority Business Showcase and its other business development programs have benefited more than 5,000 entrepreneurs and businesses throughout Connecticut.

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